

**Hello World!**

**My name is: Jonathan Dunlap |**

# Portfolio Marketing

My Audience: |

► What is my intended audience?

- Large company or government organization
  - HR department reviews portfolios that typically come to them through job applications.
  - Presence on job sites such as LinkedIn may draw some companies.

# Portfolio Marketing

## Marketing Plan:

- ▶ What marketing methods should I use?
  - Targeted job searches with companies that match my skills.
  - Make use of LinkedIn's connection features.
  - Online presence or social media. (Journos Portfolio)
  - Create and share content with the community.
  - Physical and digital methods of contact.

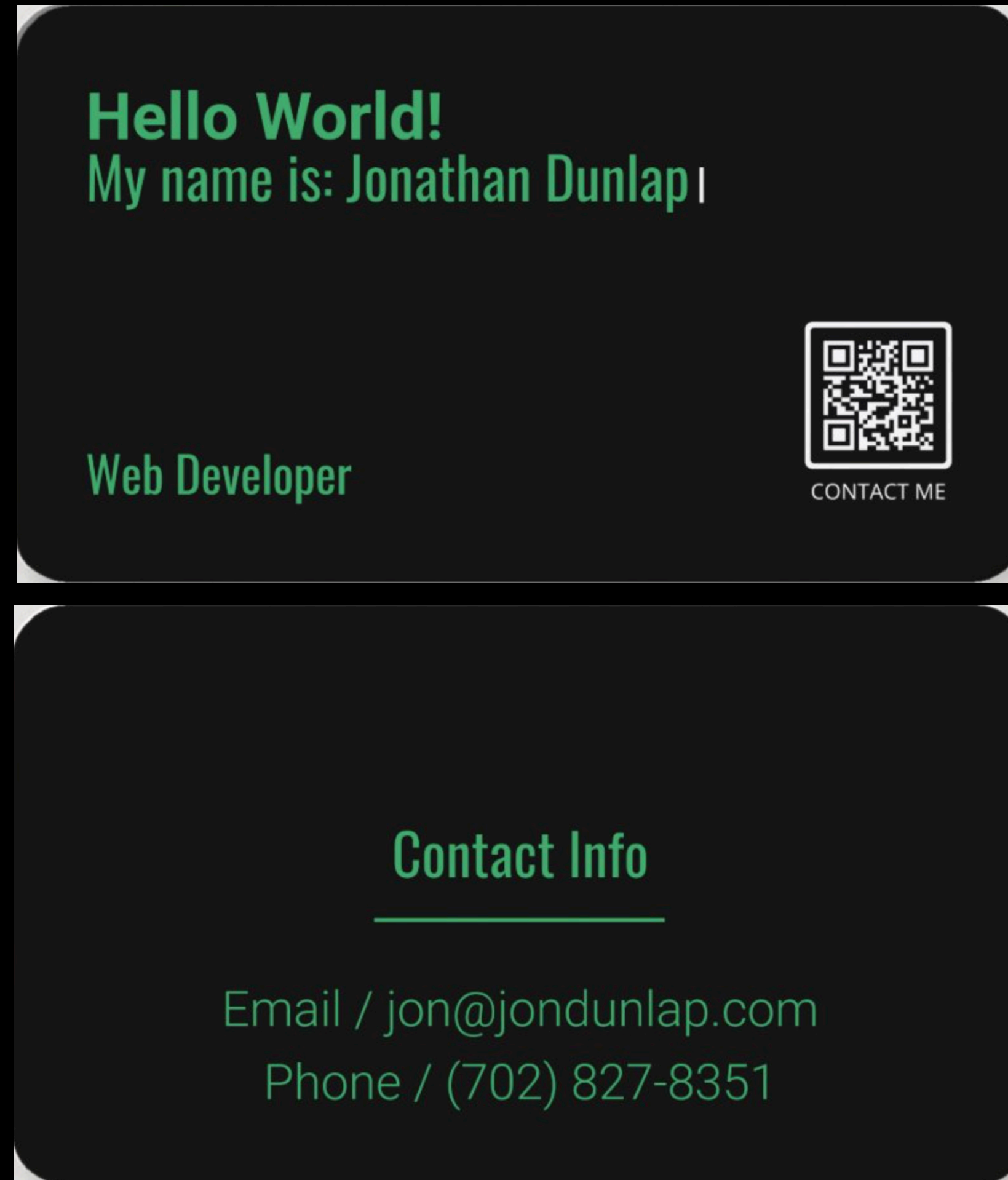
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## Marketing Plan:

- ▶ How will I measure the success of my marketing methods?
  - UTM parameters (Newberry, Papp)
  - QR codes (“Different Types of QR Codes for Your Marketing Goal”)
  - URL shorteners (McLachlan)

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## Marketing Plan: |



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## Search Engine Optimization:

► What is my SEO plan?

- Follow SEO best practices: (Mallya)
  - Mobile friendly website
  - Optimize speed
  - HTTPS
  - Accessible

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## Analytics:

► What analytics tracking do I want to include?

- Simple Analytics(<https://simpleanalytics.com>) :
  - Privacy-first analytics(Schwab)
  - Easy to use dashboard
  - Email reports

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Questions: |

▶ Please let me know if you have any questions or comments.

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- GitHub Repo: <https://github.com/JonDunlap/WDD479-2108-JonathanDunlap>



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